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the newsletter of the american massage therapy association

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PRESIDENT'S LETTER

Convention time always makes me reflect on what membership and participation in AMTA have meant to me. We advertise that AMTA is a volunteer, member-driven organization, but what does that really mean? Technically, it means that we all have a voice and a vote—but it really means so much more.

The theme for our 2007 convention in Cincinnati was "Connections." Our theme for 2008 is "Inspiration." These two themes are among the reasons that I value my AMTA membership. From the beginning, I have been inspired by the connections I have made with fellow AMTA members and with staff. It started when I waited to take the entrance exam, which was how one joined back in 1991. The support and encouragement that I received from the individuals who were administering the written and practical tests helped ease my concerns and made me feel welcome.

During the past 17 years, the inspiration from my AMTA connections as a member and volunteer has provided me with a lot of growth, both personally and professionally. Perhaps some of the following are areas in AMTA where you have found growth, too.

At chapter meetings and national conventions, we have opportunities to share experiences, learn new skills and develop lasting friendships. Interaction with volunteers, members and staff can broaden our perspective and expand our network beyond our massage practice. Other events such as the Chapter Volunteer Orientation Program and National Massage Therapy Awareness Week® further enhance these bonds, allowing us to learn more about each other and our association, as well as promote our profession.

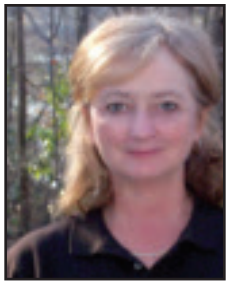
Through the House of Delegates, the voice of the member can be distinctly heard. Position statements and recommendations for the Board of Directors that are brought forth are vital components of what contributes to being member-driven. AMTA's Council of Schools provides a forum for the more than 400 school members to share their experiences through an education track at convention, their annual meeting and the *Council Communicator*.

Professional members are able to vote for those who serve on the chapter and national boards. Our right to vote for the people who make decisions on the future direction of our association and how our resources are spent is at the core of what it means to belong to the largest member-driven massage therapy association in the country.

Many of us live very hectic lives, with little time to devote to outside activities. We can seem very isolated in our practices, and lose touch with what is going on outside the serenity of our massage sessions. Yet through volunteering and networking in AMTA, we create a widespread support system that provides us with nurturing and a sense of belonging with others who share our standards, visions and practice ethics.

Whatever your reason for being an AMTA member, I hope you will take full advantage of the tangible and intangible benefits that membership provides. I have many wonderful memories, experiences, friends, and opportunities to show for it.

Yours in service,



M.K. Brennan

MISSION: To serve AMTA members while advancing the art, science and practice of massage therapy.

A Week Worth Celebrating

AMTA's National Massage Therapy Awareness Week® (NMTAW), October 19–25, is just around the corner. NMTAW is a great time for you to show people how massage can make a real difference in someone's overall health and well-being.

Do you plan to participate this year? The AMTA website has resources to help make the most of this important week. Here are some of the items you'll find when you log in at **www.amtamassage.org/member/nmtaw.html**:

- **The NMTAW Logo** Available in both black and white and full-color in various formats for all your printing needs.
- **FAQs** Answers to the most commonly asked questions about NMTAW.
- **Ideas for Celebrating NMTAW** Ways to participate based on what is most important to you.
- **The NMTAW Planning, Coordination and Publicity Guide** Step-by-step instructions on how to plan an event, including a sample letter for securing an event location and an event site checklist. It also includes a section devoted to generating publicity for your event, with a sample news release, a news alert and a radio/TV public service announcement script. The guide even includes information on how to obtain a mayoral or gubernatorial proclamation, with a sample proclamation to use.

There is also specific information for members, chapters and schools. You have the option of celebrating on your own, with other members, with your chapter or all three. You've also received a free NMTAW poster in your Fall issue of **mtj**® (*Massage Therapy Journal*®). The poster is designed to hang in a public area and encourage consumers to get a massage from an AMTA member. Additional posters can be purchased in AMTA's online Shopping Mall, **www.amtamassage.org/shoppingmall**.

NMTAW is a great opportunity for you to celebrate the profession while educating the public on the benefits of massage. You have the opportunity to make a real difference in the profession during this week. And, don't forget to let the National Office know about your efforts by sending your reports, or questions, to **nmtaw@amtamassage.org.** We want to support and share your successes!

Profession Meets on Knowledge

The wisest mind has something yet to learn.
—GEORGE SANTAYANA

On July 13–14, 2008, 33 representatives from 18 massage, bodywork and movement membership organizations, representative groups for massage therapy schools, other credentialing organizations, and research entities widely recognized for their involvement in the progress of the profession met in Milwaukee, Wisconsin.

The purpose of the meeting was to take a fresh look at how key stakeholders in the massage therapy profession can collaborate on developing a common definition for the profession's body of knowledge (BOK).

The meeting began with a discussion of how the interested parties could collaborate on this project and what benefits a common definition of a BOK would provide for the massage therapy profession. The group looked at how other professions have developed their body of knowledge, and what knowledge already exists in massage therapy. The attendees also discussed the future of massage therapy and an approach for a common BOK from a multi-organizational effort.

It was agreed that a BOK should serve the greatest need for the profession and that collaboration is essential for this type of project. It was also agreed that a BOK adds consistency, credibility and clarity and is part of the evolution of most professions. Participants identified entry-level education, a model practice act, research, nomenclature, a code of ethics, scope of practice and standards of practice as necessary to developing a common BOK that will meet current and future needs of the profession.

Attendees agreed the profession would benefit from developing this BOK and decided on steps to move this unifying effort forward. This project will require expanded input from others in the profession, and hiring a project manager to oversee it.

The next steps include confirming commitments from attendees on their interest in moving forward with the project, and developing a plan for this important collaborative effort to advance the massage therapy profession.

LIST OF ATTENDEES

Accrediting Bureau of Health Education Schools (ABHES)

Accrediting Council for Continuing Education &Training (ACCET)

Accrediting Commission of Career Schools and Colleges of Technology (ACCSCT)

American Medical Massage Association (AMMA)

American Massage Therapy Association (AMTA)

American Massage Therapy Association Council of Schools (AMTA COS)

American Organization for Bodywork Therapies of Asia (AOBTA)

American Polarity Therapy Association (APTA)

Associated Bodywork & Massage Professionals (ABMP)

Commission on Massage Therapy Accreditation (COMTA)

Federation of State Massage Therapy Boards (FSMTB)

International Association of Structural Integrators (IASI)

Massage Therapy Foundation (MTF)

Massage Therapy Research Consortium (MTRC)

National Association of Nurse Massage Therapists (NANMT)

National Certification Board for Therapeutic Massage & Bodywork (NCBTMB)

National Certification Commission for Acupuncture and Oriental Medicine (NCCAOM)

The Rolf Institute

MEMBERS MAKE IT HAPPEN

The massage therapy profession has seen a lot of progress in state regulation in recent years. A big part of that progress is because of the committed efforts of AMTA member volunteers like Dolly Wallace (MI).

Wallace was invited to join the Government Relations Committee in 1997, while serving on AMTA's Board of Directors. In 2003 she was appointed chair of the committee, a position she held until 2006. During those three years, Wallace led the effort to create a centralized government relations program to pursue statewide licensure in all 50 states. She was instrumental in drafting the government relations policy which now governs the program for the entire association. In 2006, Wallace received the Outstanding Volunteer Group Chair Award for her work on the committee.

Wallace continues to contribute, recently attending the National Conference of State Legislatures annual meeting and the American Legislative Exchange Council annual meeting on behalf of AMTA. These meetings are a great opportunity to educate a wide variety of state legislators and policymakers on the benefits associated with statewide massage therapy licensure.

If you're interested in finding out more about AMTA's government relations program and how you can contribute, visit www.amtamassage.org/government, or contact Joe Roth, government relations program manager, at jroth@amtamassage.org or toll-free 877-905-2700, ext. 155. For other volunteer opportunities, visit www.amtamassage.org/volunteer_connections.html.

Keeping Up with Music Licensing

Having a calm and comfortable setting is essential while working on a client, and many massage therapists use music to help create that setting. However, playing your favorite music while working on a client could leave you with a bill.

Easy access to music downloads and wide availability of music on CDs have pushed music licensing services to look for ways to maintain their profits. Recent examples show they may be targeting spas and massage businesses.

The American Society of Composers, Artists and Performers (ASCAP) recently fined an AMTA member in Illinois a significant amount of money for playing music in his offices and massage rooms without proper licensing permission. He was advised that he would need to pay ASCAP an annual fee of $930 to continue to play music through his office speakers.

According to the rules of the music licensing services, playing recorded music while you're one-on-one with a client requires permission–a license–and a fee, because the music is part of the atmosphere for a business transaction–the massage.

Lenny LaCour, in his July 2008 article "Music in the Spa Industry," in the International SPA Association's magazine *Pulse*, says, "the licensing services are looking for new ways to keep artist payments high and their commission steady. This has always been within the law, but only now is it getting profitable to go after it."

However, this is a complicated issue. To make sure that you aren't infringing on the intellectual property of the artists, you can get a "blanket license." This license gives permission to play music from the three major performance rights/licensing organizations:

ASCAP–American Society of Composers Artists and Performers
BMI–Broadcast Music Incorporated
SESAC–Society of European Stage Authors and Composers

LaCour adds, "blanket licenses are not expensive and they literally cover most any song that would come out digitally or on CD throughout the United States."

Music can legally be played in your business if it's being sold to clients, that is, if you play a CD in your massage room and also sell it. That's because playing it is considered a promotional tool. AMTA sells CDs in its online Shopping Mall that you can use in your practice because they are promoted by the artists for this use. According to AMTA's legal counsel, the artists' promoting music this way implies you have permission to play the music in your massage room if you buy the CD.

The laws regarding music licensing are constantly changing to keep up with technology and the changing times. But if you play music in your practice, you need to take steps to protect yourself from a possible fine by a licensing organization.

If you have any questions about what's best for you or your practice, seek legal advice. You can also contact one of the licensing organizations for clarification. This may keep you from getting caught in the complex web of music licensing and copyright law.

FOR MORE INFORMATION

Here's a handy list of websites for details on music licensing and how to get permission for use in your business or practice.

American Society of Composers Artists and Performers: **www.ascap.com**

Broadcast Music Incorporated: **www.bmi.com**

Society of European Stage Authors and Composers: **www.sesac.com**

How Stuff Works on music licensing: **entertainment.howstuffworks.com/music-licensing.htm**

A PDF of the copyright law from the University of Maryland: **www.law.umaryland.edu/marshall/crsreports/crsdocuments/RS21107.pdf**

Build Your Own Website

AMTA is excited to announce the newest benefit for members: a free trial massage website through The Holistic Alliance!

As an AMTA member, you can now get a beautiful and affordable website for your practice, absolutely free for two weeks. Hundreds of massage therapists are using these websites to attract more clients and boost their referrals.

This is the easiest way for you to use the Internet to grow your practice. You can get your own website—free of charge—with no risk and no commitment for the first two weeks.

Best of all, your free trial website takes only five minutes to build. If you're happy with it, packages begin at $29.95 per month.

Just log in to the Members Section at www.amtamassage.org/member and start building your own great-looking, affordable website!

WHERE DO **YOU WORK?**

High School Massage *By JoAnn Milivojevic*

Richard Adinolfi was out with friends one evening and commented on his need for a little relaxation. Someone suggested massage, and he gave it a try. He never suspected that the experience of massage would cause him to establish a new career, write a book on self-massage and develop the first massage program at The Hill School, a prestigious college preparatory school in Pennsylvania. Adinolfi has been practicing for 17 years and has worked at The Hill School since 2005.

How did you establish the program at The Hill School?

While I was writing my book on self-massage, I decided to teach a class to the Hill School community, and the director of athletics was impressed with the workshop. He asked if I'd be interested in working with the trainers to improve athletic performance.

What's the business arrangement?

I have a private practice at the school; they provide the work space and pay for my AMTA membership dues, insurance and continuing education. I charge $25 per half hour and get paid directly by students. I do all my own scheduling and work Monday through Friday from 4:00 to 9:00 p.m. I'm also available to massage others from the Hill School community and elsewhere.

Describe your work environment.

It's not a traditional private massage space. I work out of a coed locker room surrounded by a stationary bike and other athletic equipment. It's an open area with people coming and going. The students are fully clothed and generally wear shorts and tee shirts. I do a lot of what I call "piece" work depending on what they need. For example, I may spend the entire half hour just on legs.

What's most rewarding about your job?

That I am able to get these athletes up and running again. For example, a few years ago, a player limped off the field during a football game with cramped hamstrings. I had him lie down on the floor and worked on his hamstrings. The head trainer gave him some stretches and the student finished the game. After that, he came to me on a weekly basis. He ended up breaking the school record for rushing.

What's it like to work inside a high school athletic program?

We work together as a team. In my case, the athletic trainer does a diagnosis and asks me to try various massage techniques. You have to be a little more affirmative, gentle and kind when working with students. While I work mostly with the athletes, I also occasionally work on other students. Some come during exam week to relax and others just want the treat of a massage.

What advice do you have for others who want to do this?

Submit a proposal to the athletic director of the school. Cite studies that show that massage therapy not only enhances an athlete's flexibility, coordination, muscle response and overall performance but also aids trainers in the more timely resolution of muscle tension, tightness, knots, cramps, spasms and energy renewal. Use your proposal to convince the school's athletic trainers that the work you do will be of valuable assistance when traditional therapies fail to produce quick results for ailing student athletes and coaches.

FOR MORE INFORMATION

www.self-massageplus.com

www.massagetherapyfoundation.org/researchdb.html

We want to hear from you! Where do you work and what do you find especially interesting and meaningful in what you do? Write to us at **handson@amtamassage.org.** Please include "where do I work" in the subject line of your e-mail. We look forward to hearing your story!

Healing in the Heart of Disaster

By JoAnn Milivojevic

On February 5, 2008, a tornado hit Jackson, Tennessee. It ripped through Union University, home to some 3,000 students, destroying most of the campus, all of the student housing and the vast majority of the cars. Fortunately, there were no fatalities.

Natural disasters leave behind both emotional and economic tolls—damages to Union were estimated to be in excess of $40 million. The school is rebuilding, although full recovery will take some time. Meanwhile people like Debbie Vann (TN), owner of Pathways of Wellness Massage Therapy in Nashville, Tennessee, are helping students and staff heal a little faster.

"I had gone through Hurricane Andrew in 1992 and understood the stress of a natural disaster and how it impacts your life," explains Vann. "As a massage therapist, I also understand how greatly massage can benefit people in those situations."

Organizing the Event

Vann, a 42-year-old former event planner, contacted Paul Mayer, the counselor at Union, to offer free chair massage to students, faculty and staff. Mayer gratefully accepted and helped her coordinate the event locally. The university advertised the free massage sessions and Vann organized massage therapists. She got the word out through her AMTA chapter website, the national Volunteer Connections website (**www.amtamassage.org/member/volunteer.html**) and massage schools throughout the state of Tennessee.

To make sure she had well-qualified therapists, she requested that they be AMTA members, carry liability insurance, bring their own chair and have a heart for volunteering. She also asked that they look professional. "I didn't want jeans," says Vann. "I asked them to wear black or khaki pants and whatever shirt they had for their own business."

Ultimately, 21 massage therapists volunteered and more than 300 people got their complimentary massages at the May 5, 2008, event. To thank the massage therapists, Vann put together goodie bags that included AMTA volunteer service pins, all-natural soaps donated by a local shop and certificates of appreciation.

Challenges and Recommendations

According to Vann, the most challenging aspect of putting the event together was getting responses from therapists.

"That is the biggest thing—getting people to commit, and being aware some people won't be able to come and planning for that," Vann explains. "Things happen at the last minute, kids get sick or there are business issues. The day before we left we had 30 massage therapists confirmed, but only 21 could make it."

Vann initially wanted to provide 10-minute massages, but to compensate for fewer volunteer therapists, she cut the time to seven minutes. Volunteers donated about six hours of their time.

Vann sees the event as a great way to bring relief to disaster victims and to promote the benefits of massage. Her one regret is that she didn't get a group photo. As busy as these events can be, she recommends that people take the time for a group shot. It makes a wonderful memento.

But there are also the memories that live in people's hearts. "The students and faculty were so thankful and kept saying it over and over again," says Vann. "That made it all worthwhile."

A helping hand for those who had been through such devastating circumstances. • Students sign in for massage. • Waiting for the next available massage therapist. • Debbie Vann (TN) and Kathy Stankevich (TN) giving much-needed stress relief to the students.

A Mechanotherapist ... Maybe!

By Glenath Moyle (OR), LMT

Mechanotherapy (měk'ə-nō-thĕr'ə-pē) is defined by the American Heritage Dictionary as "medical treatment by mechanical means, such as massage." A week ago I had never heard of a mechanotherapist, let alone spelled it. Now, maybe, I am one.

After 20 years as a massage therapist I was asked last week by an old friend, teacher and chiropractor if I would bill insurance for massage. While determining how to bill insurance, I waded through a quagmire of minutiae.

First I needed the treatment prescription from the health care provider, then the insurance details from the client, followed by a phone call to the insurance agent, who sent me to Claims. It seemed that I now needed this form, that form and every other form. I called for help from some fellow massage therapists.

The first one said, "Take my class!" "No time," I replied, "the client is on the way."

The second one offered me copies of forms she uses in her office. Yet a third, a second-year practitioner—you've got to love these young, Internet-savvy types—asked, "Do you have a National Provider Identifier (NPI)? Just go to NPI on the Internet and sign up."

So, off I went to Google for NPI. After many detours, I found the website at https://nppes.cms.hhs.gov/NPPES/Welcome.do. I logged in, entered all pertinent information, personal and business, and proceeded to the taxonomy code section.

Hmm, massage therapy wasn't listed on the first menu. I clicked "Other Service Provider" and found "Acupuncturist," "Homeopath," "Naprapath," "Naturopath" and "Reflexologist." I thought I must be on the right track, but still nothing about "Massage Therapist"—just a classification for "Mechanotherapist." I Googled the dictionary website and bingo! That's what I am ... maybe. No more research needed, as I now had an NPI classification and received my NPI number.

However, I was left wondering which CPT® (Current Procedural Terminology) codes are valid. So I called yet another friend and colleague who reminded me that in the February 2007 Oregon Board of Massage Therapy newsletter, *BOARDerline*, there was an article about NPIs. That article directed me to the taxonomy heading "Respiratory." Of course.

Back to the Internet and sure enough, under "Respiratory" is the "Massage Therapist" classification. I added "Massage Therapist" as the primary taxonomy to my profile and received a new e-mail with the same NPI number.

I was still curious, though. Where did these taxonomies come from? I did some more research and found that the enumerating authority appears to be the Washington Publishing Company at www.wpc-edi.com/codes/taxonomy. They showed the following details:

Code 172M00000X

Type Level II Classification

Mechanotherapist

A practitioner of mechanotherapy examines patients by verbal inquiry, examination of the musculoskeletal system by hand, and visual inspection and observation. In the treatment of patients, mechanotherapists employ the techniques of advised or supervised exercise; electrical neuromuscular stimulation; massage or manipulation; or air, water, heat, cold, sound, or infrared ray therapy.

Source: Summarized from Ohio Revised Code 4731.15 [1/1/2007: new]

Which, I think, still leaves the question open—what am I?

Glenath Moyle is a member-at-large on the national AMTA Board of Directors and former president of AMTA-Oregon Chapter. This article was originally published in the August 2008 issue of the chapter newsletter, Oregon News.

CORRECTION

Due to a production error, a board member was cropped out of the AMTA Board of Directors' group photograph on page 5 of the FY07/08 Annual Report in *Hands On* Jul • Aug 2008.

Cheryl Tardy (ME) served as member-at-large on the national board from March 2006 through February 2008. Her donation of her time and talents to her association and fellow members is deeply appreciated.

Hands On regrets the error.

REMEMBER THE MEMBER

AMTA hosted the sixth annual Chapter Volunteer Orientation Program (CVOP) in Evanston, Illinois, July 10–13. Eighty-eight chapter officers from 48 chapters took part in training for their volunteer roles. "Remember the Member" was the theme for CVOP 2008, and attendees focused on best practices for serving members.

Chapter Relations Committee Chair Chris Voltarel kicked off the journey on Thursday with a rousing welcome speech. Voltarel asked chapter volunteers to consider how they can best serve AMTA members while also embracing the challenges and opportunities that come with volunteering. AMTA President-elect Judy Stahl was on hand to welcome attendees on behalf of the national board. Attendees were encouraged to keep their minds open to new approaches in reaching and serving members.

On Friday and Saturday attendees participated in education sessions on topics including risk management, leading effective meetings, conflict management, planning, budgeting and offering community outreach.

Participants also explored programs and services offered by National Office staff at Friday afternoon's Program Fair. The fair was fun, festive and educational, with information tables decorated by staff from every department and the Massage Therapy Foundation. Private consultations with government relations staff and with AMTA's legal counsel were also available.

"Wow, what a great weekend we had in Evanston," says Voltarel, who has been CVOP emcee for the last five years. "We had over 60 first-time attendees at CVOP this year, and it was one of our best. It was exciting to get back to basics and remind ourselves to remember the member, including remembering ourselves and each other as members. Every year the dedication and enthusiasm of our chapter volunteers is inspiring and I appreciate their willingness to participate. CVOP continues to be one of my favorite AMTA events."

Want to volunteer for your chapter? Visit Volunteer Connections at **www.amtamassage.org/member/volunteer.html** or contact Melissa Spani, governance and volunteer development assistant, toll-free at 877-905-2700, ext. 189, or by e-mail to **mspani@amtamassage.org.**

clockwise from upper left: The attendees of CVOP 2008. • The AMTA puzzle. Introduced at the March 2008 AMTA Board of Directors meeting, it represents how all the pieces of the association—individuals, chapters and National Office staff—come together to form a whole. • CVOPers dance it out at the end of an education session. • Chapter volunteers find out what's new in Governance & Chapter Relations at Friday's Program Fair. • A member learns more about AMTA's web and database development at the Program Fair.

Future Plans

Every year, at its June retreat, AMTA's Board of Directors reviews the future directions of the association. In its July 2008 conference call, the board approved the future directions for fiscal year (FY) 09/10 proposed by the Planning Committee.

AMTA's future directions include AMTA's mission, core values, 10–30 year goal and vivid descriptions of the future. On a recommendation from the Massage Therapy Foundation, the board approved a word change in a vivid description from "Massage therapy practice will be evidence-*based*" to "Massage therapy practice will be evidence-*informed*." The board agreed that the new wording most accurately reflects the impact of research on massage practice.

The board addressed several other items of association business and:

- Adjusted measures of assessment for the current fiscal year.
- Approved percentage guidelines for preparing the FY09/10 budget using three areas: Ongoing Activities; Strategic Plan; Emerging Requests/Opportunities.
- Granted an extension to the Finance Committee for developing criteria and policy for AMTA grants.
- Agreed AMTA policy should reflect the legal obligations of the Americans with Disabilities Act, and charged staff to communicate the change in policy to chapters and advise them to make efforts to be compliant by January 1, 2009.

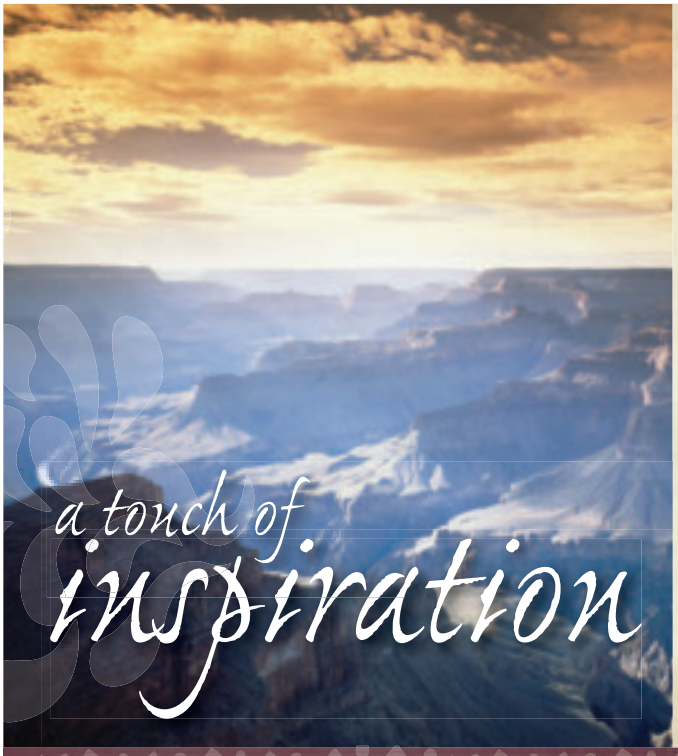
OBITUARY**NOTICE**

CYNTHIA DELANO MYERS, 1952-2008

Cynthia Delano Myers, LMT, PhD, director of the Integrative Medicine Program at Moffitt Cancer Center in Tampa, Florida, passed away July 23, 2008.

Myers made important contributions to research on massage therapy through her work on gender differences in response to chronic pain and the use of massage therapy to alleviate chronic pain and distress in patients with conditions such as sickle cell disease and cancer.

Contributions in her memory may be made to the Integrative Medicine Program or the Arts in Medicine Program at Moffitt.
>>www.moffitt.org



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Visit **www.amtamassage.org** to register, or call toll-free **1-877-905-2700**, ext. 143, for more information.

AMTA 2008 National Convention
Phoenix, Arizona | September 17-20

MASSAGE THERAPY
FOUNDATION

REGISTER NOW FOR THE MASSAGE THERAPY FOUNDATION 2008 POST-CONVENTION WORKSHOP

Upledger Institute Lymph Drainage Therapy Workshop
12 contact hours
Presented by Mya Gayle Breman, LMT, LCSW, CST-D, of The Upledger Institute, Inc.® Lymph Drainage Therapy (LDT) is a hands-on method of lymph drainage developed by Bruno Chikly, MD, DO (honorary). Using the LDT approach, trained therapists are able to detect the rhythm, direction, depth and quality of lymph flow over the entire body. Come learn the gentle wavelike techniques that bring about the proper functioning of the lymphatic system, and learn how and why LDT plays a crucial role in recovering from disease and improving health.

For dates, times, fees and to register, please visit **amtamassage.org/forms/RegForm_NatConv08.html.**

2008 Student Case Report Winners

Gold Award: Catherine Hanson, Kiné-Concept Institute, Ottawa, Ontario, "Treating Fatigue in Multiple Sclerosis with Massage Therapy."

Silver Award: Jenny Dailey, Cortiva Institute—Brian Utting School of Massage, Seattle, Washington, "Bulimia Nervosa and Massage: A Case Report Examining Body Awareness with Comorbidities Anxiety and Depression."

Bronze Award: Leigh Jonah, Kiné-Concept Institute, Ottawa, Ontario, "Massage Therapy as a Method to Decrease Forward Head Posture, Internal Shoulder Rotation and Anxiety: A Case Study."

Honorable Mention: Mary Jane Calvert, Cortiva Institute, Denver, Colorado, "Effects of Massage in Sustaining Performance and Limiting Soreness in a Multi-performance Sporting Event."

Honorable Mention: Meagan Roback, Kiné-Concept Institute, Ottawa, Ontario, "The Effects of Massage Therapy on Mild Structural Scoliosis in the Thoracic Spine Resulting in Postural Changes, Muscle Fatigue, Sleep Disturbances and Chronic Headaches."

Congratulations to these outstanding winners! To read these abstracts: **>> www.massagetherapyfoundation.org/contest.html.**

IJTMB Now Available

The inaugural issue of the *International Journal of Therapeutic Massage & Bodywork: Research, Education, & Practice* (IJTMB) is now available at **journals.sfu.ca/ijtmb**. IJTMB is an online, peer-reviewed scientific journal for the therapeutic massage and bodywork profession, and is available free of subscription fees or contributing author charges. The next issue will publish in November 2008.

A Clarification about IJTMB
It has come to the foundation's attention that its earlier announcement of IJTMB may have created some confusion. The *Journal for Bodywork and Movement Therapies* (JBMT), a colleague publication with which the foundation has a long-standing, friendly relationship, is also peer-reviewed and has an online component. The essential differences between IJTMB and JBMT are that IJTMB is fully electronic and free, while JBMT publishes a paper version and an electronic version (via ScienceDirect) that require subscription. The foundation looks forward to the dynamic support of the massage profession, as well as colleagues associated with JBMT, as IJTMB emerges from the conceptual stage into full production.

New Foundation Sponsorships

2009 Fascia Congress
The foundation will once again co-sponsor the Fascia Research Congress in 2009. The congress will be held at the Vrije Universiteit Amsterdam, October 27–30, 2009. More information will be available soon at **www.fascia2007.com**.

CAHCIM Research Conference
The foundation has received a $15,000 donation in support of the 2009 Consortium of Academic Health Centers for Integrative Medicine research conference.

Give Back and Shape the Future—Honorary & Memorial Gifts
A gift to the foundation is a unique way of celebrating someone special in your life while contributing to the legacy of massage therapy. When you submit an honorary or memorial gift, the honoree or the next of kin receives a personalized letter from the foundation acknowledging the donation.

The names of all people commemorated with a memorial or honorary gift will be listed on the foundation website and in its annual report, unless the gift has been specified as anonymous.

To make a donation:
www.massagetherapyfoundation.org/found_makedonation.html.

CALENDAR 2008–2009

2008

September 15 (at 2:00 p.m.) –16 (all day)
AMTA Board of Directors Meeting
Phoenix, Arizona
Contact: 877-905-2700, ext. 157
gmitchell@amtamassage.org

September 17–20
AMTA National Convention
Phoenix, Arizona
Contact: 877-905-2700, ext. 143
aelston@amtamassage.org

October 19–25
National Massage Therapy Awareness Week®
nmtaw@amtamassage.org

2009

January 22–24
AMTA COS Leadership Conference and Annual Meeting
San Antonio, Texas
Contact: 877-905-2700, ext. 143
aelston@amtamassage.org

March 8
AMTA Board of Directors Meeting
Chicago, Illinois
Contact: 877-905-2700, ext. 157
gmitchell@amtamassage.org

Elections Go Green

By Jean Middleswarth (NC), Commissioner of Elections

AMTA is moving toward a greener, online election process!

In 2008 we'll have hybrid voting, allowing Professional members to vote either online or by paper ballot.

- Eligible members with a current e-mail address will be sent an e-mail asking if they prefer to vote online or receive a paper ballot.
- Eligible members without a current e-mail address will be mailed an election packet as in past years; however, this packet will also provide instructions for online voting.

Dates for the election cycle remain the same:

November 1: Election packets are mailed or e-mailed to eligible voters.

December 1: Completed ballots are due.

January 1: Results will be announced on the AMTA website by the first business day of the New Year.

March 1: New officers assume offices. New call for candidates is issued.

Scheduled dates that fall on Saturday, Sunday or a holiday are moved to the next business day.

I would like to thank all members for their comments and overwhelming support of this process. Online voting is an environmentally friendly process, and one way we can work together to preserve our world's natural resources.

If you have questions please contact Gail Friedman, governance program manager, at **gfriedman@amtamassage.org.**

STAY CURRENT

Update your contact info today! Just call an AMTA member service representative toll-free at 877-905-2700, send an e-mail to **info@amtamassage.org**, or log in and fill out the easy form at **www.amtamassage.org/member/addrchange.html**.

UPCOMING DEADLINES
October 14, 2008—Jan/Feb 2009

Hands On welcomes contributions from AMTA members. All submissions must include contact information, and may be edited for space and clarity. *Hands On* does not accept advertisements. Address all correspondence to:
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